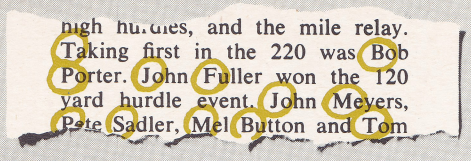
swiftape®

practical answer to high-speed justified tape production

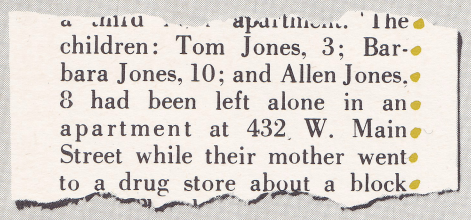
Here's how Swiftape takes the trouble out of tape while increasing production

AUTOMATED UNSHIFT


high hurdles, and the mile relay.
Taking first in the 220 was Bob
Porter. John Fuller won the 120
yard hurdle event. John Meyers,
Pete Sadler, Mel Button and Tom

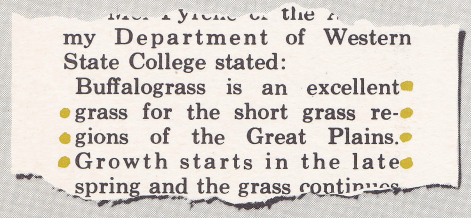
To produce a capital letter, the Swiftape operator depresses the SHIFT key, strikes the letter and releases the SHIFT key . . . two keystrokes. That's a saving of one keystroke over conventional perforators, which require an unshift code as well.

AUTOMATED RETURN & ELEVATE


children: Tom Jones, 3; Bar-
bara Jones, 10; and Allen Jones,
8 had been left alone in an
apartment at 432 W. Main
Street while their mother went
to a drug store about a block

No operator effort is required to put in these codes with Swiftape. When a line is within justification range, and the operator presses space bar or hyphen, the line is sent with Return & Elevate codes added automatically. The time saved by eliminating manual effort for these two codes will produce **hundreds** of extra lines daily **without any additional operator effort.**

AUTOMATED EN INDENT


my Department of Western
State College stated:
Buffalograss is an excellent
grass for the short grass re-
gions of the Great Plains.
Growth starts in the late
spring and the grass

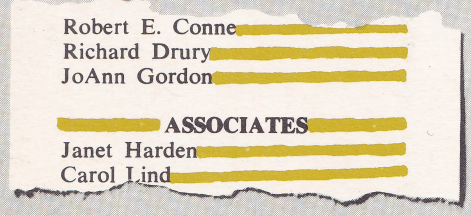
To set an indented paragraph, the conventional-keyboard operator must strike the EN QUAD at the beginning and end of **every** line. The Swiftape operator merely depresses EN INDENT at the beginning of the first line, after which **each successive line** is automatically indented, beginning and end, until the EN INDENT is again depressed.

AUTOMATED FILL SPACE / FILL LEADER

Pittsburgh 18 14 .563 5
CUBS 18 15 .545 5½
Atlanta 18 16 .529 6
San Francisco 18 17 .514 6½
Philadelphia 15 18 .455 8½
Los Angeles 14 20 .412 10
New York

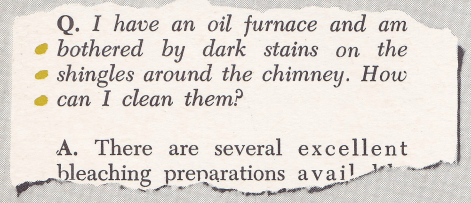
Leaders and spaces are inserted with a single keystroke on Swiftape. Operators set tabular matter as fast as they can type, and inch-for-inch, set it **faster** than straight matter!

AUTOMATED QUADDING



Swiftape literally automates linecasters not equipped with automatic quadding. Regardless of whether he wants to quad left, right or center, the Swiftape operator first types his copy and then touches the appropriate QUAD key. Swiftape instantly computes and adds the correct amount of quadding **plus** the Return & Elevate codes—automatically.

AUTOMATIC HOLD ON UPPER RAIL

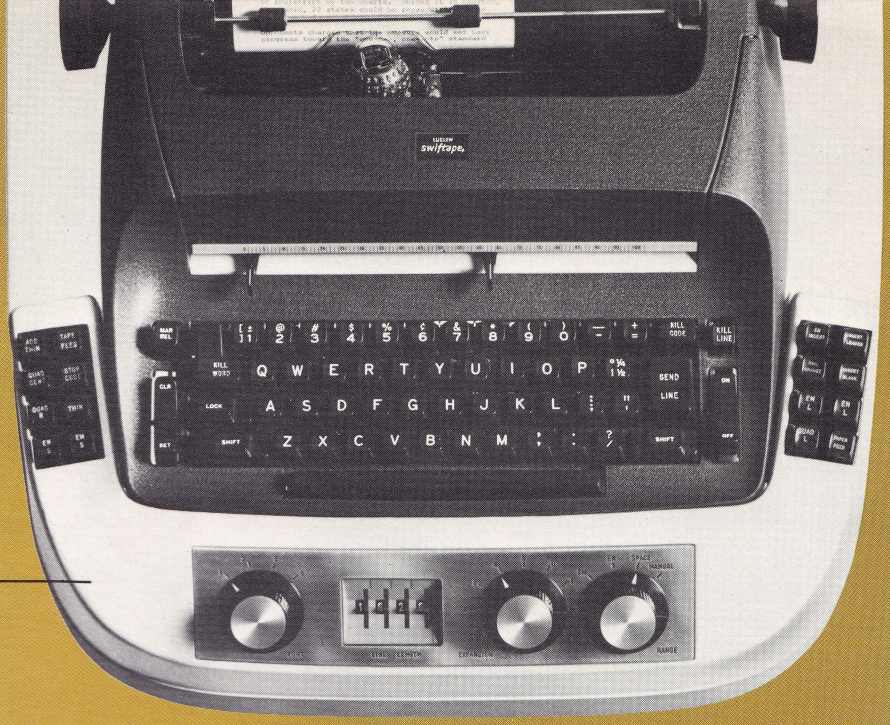

Q. I have an oil furnace and am
bothered by dark stains on the
shingles around the chimney. How
can I clean them?
A. There are several excellent

To set Upper Rail, the Swiftape operator depresses the UPPER RAIL key only once at the beginning and end of the copy to be set and the machine automatically puts in Upper Rail codes for each line.

THE LUDLOW GUARANTEE OF QUALITY

Ludlow's more than 50 years' experience in the graphic arts is your assurance of top quality performance in the Swiftape. Swiftape carries the Ludlow one year guarantee. Installation is made — and your operators trained — by factory-qualified personnel.

this is the new Ludlow Swiftape computing/memory keyboard



...IT DELIVERS PERFECTLY-JUSTIFIED TAPE FASTER— GIVES YOU AT LEAST 33% MORE PRODUCTION!

Now—after more than two years of development—Ludlow introduces Swiftape . . . the practical answer to the need for faster, easier justified tape production. Swiftape automates all predictable linecaster operating codes . . . operators make fewer keystrokes . . . produce **at least** 33% more perfectly-justified tape.

Increased production is just one of many Swiftape features . . . all part of a system designed to give you faster, lower cost, higher quality composition.

Here are some others:

- **Guaranteed to prevent loose and tight lines.** As the operator types, the **exact** mat width of every character is electronically subtracted from selected line length in the Swiftape memory. Swiftape **never** loses track of line length remaining; won't send loose or tight lines.

- **Automatic justification increases operator speed.** As each line reaches preselected measure, Swiftape automatically makes justification decisions. Operator continues typing without need for end-of-line coding.

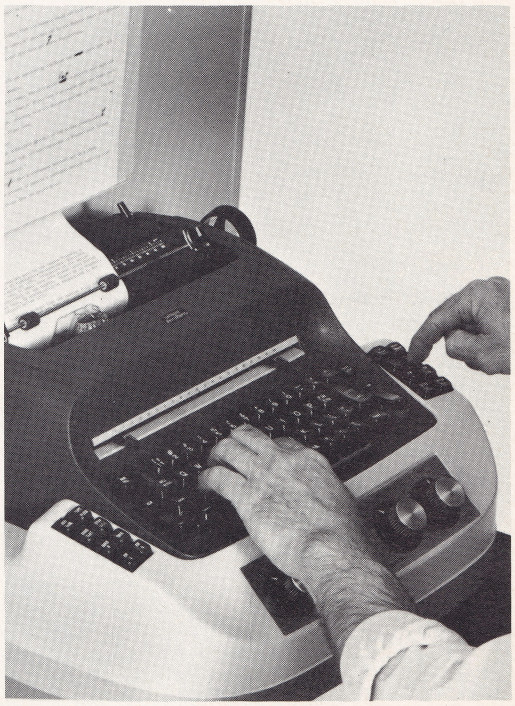
- **Fastest way to correct errors.** To eliminate an incorrectly typed character, word or line, the Swiftape operator simply touches the appropriate correction key and resumes typing. The **exact** mat width of deleted characters is subtracted electronically from the Swiftape memory to maintain proper line justification. No need to handle tape or read punched codes.

- **Absolute control of typographic effect through controlled space-band expansion.** Swiftape provides accurate, preselected word spacing automatically, without need for line-by-line operator decisions.

- **Easy to operate . . . train operators in days instead of months.** Swiftape uses a typewriter keyboard with conventional key functions. Any good typist can produce over 500 lines per hour with a few weeks' practice.

Ludlow Swiftape is a practical working unit, **not** just a sophisticated addition to your composing room. It's engineered for all 6, 7 and 8 level tapes for hot metal or photo-typecasting equipment. Swiftape carries the Ludlow one year guarantee—we make the complete installation and train your operators.

To find out what Swiftape can do for you, write today for information on our free, complete in-plant tape system analysis. Ludlow Typograph Company, 2032 Clybourn Avenue, Chicago, Illinois 60614.



LUDLOW

swiftape®

Copyright 1967 by Ludlow Typograph Company